William Henry Clay
&
Ellen Golden Watts
McFadden Family Mobile Website Plan

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[Github repo url](#)
https://github.com/DRPenland/whc-egw-mcfadden-family-mobile-website.git

[Github website url](#) https://drpenland.github.io/whc-egw-mcfadden-family-mobile-website/

Purpose Statement:

The William Henry Clay & Ellen Golden Watts McFadden Family website will serve:

➢ as a conduit to discuss the McFadden Family of Bath County, VA

➢ to connect their descendants and other possible McFadden relatives via email

➢ to keep this family's memory alive.

Smart Goals:

➢ Increase email inquiries from William Henry Clay & Ellen Golden Watts McFadden descendants by **30%** within **2 months** of launch of website.

➢ Increase email inquiries from people descended from earlier McFadden ancestors who may be related by **30%** within **2 months** of launch of website.

➢ Increase awareness of William Henry Clay & Ellen Golden Watts McFadden's family by the general public by **15%** within **2 months** of launch of website.

Target Audience:

Average Age Range: 10 – 84 years old

Education level: high school to master's degree

Median income: $0 - $86,000

Race/ Ethnicity: Primarily Caucasian or African American of European descent

Gender: All

Primary spoken language: English

Unifying characteristics: McFadden relatives, genealogy enthusiasts, connoisseurs of history.

Market Research:
https://leesofvirginia.org/

Characteristics Noticed:

➤ Website very academic.

➤ Needed an index to find ancestor looking for.

➤ Sells books on subject without electronic store on website.

Characteristics Liked

➤ Liked embedded pdfs can download.

➤ Includes DNA research.

Market Research:
https://leewebsite.com/

Characteristics Noticed:

➢ News Section not limited to information on the Lee family itself. Info on COVID.

➢ Links on website that no longer work.

Characteristics Liked

➢ Includes family photo albums attached to Google Photos or Flickr

➢ Relevant Youtube videos posted.

Market Research:
https://ballardofvirginia.com/

Characteristics Noticed:

➢ Very little photos shared. Mostly academic work.

➢ Sub-navigation menus only list male ancestor's names.

➢ Needs more family tree graphics to keep ancestral lines straight.

Characteristics Liked

➢ Place for visitors to comment on topics on website.

➢ Contains blog posts that users can subscribe to.

Color Scheme of Website:

Colors extracted from photo below for Color Scheme

COLOR		HEX CODE	RGB	USE/SAMPLE
●	Dark Green	#1B341E	27, 52, 30	BACKGROUND, LINKS
●	Light Green	#A5BF6B	165, 191, 107	TEXT, BACKGROUND
●	Medium Green	#406833	64, 104, 51	LINKS
●	Black	#000000	0, 0, 0	TEXT
○	Light Gray	#D9D9D9	217, 217, 217	HEADER, FOOTER
●	Brown		VARIOUS SHADES	PHOTOS, DOCUMENTS

Rationale for Color Scheme

- The time period that the William Henry Clay McFadden and Ellen Golden Watts McFadden family lived, is from 1846 to 1950s.

- The location where the family lived in Virginia was surrounded by trees/mountains.

- William Henry Clay McFadden worked as a teamster surrounded by horses, and as a boatman on the Kanawha Canal.

- The color scheme not only reflects how close to nature society was during this period, but the colors were also extracted from the hero image displayed at the top of the home page.

- Thus, the color scheme contains various shades of **green**, brown, gray and **black**.

Typography:

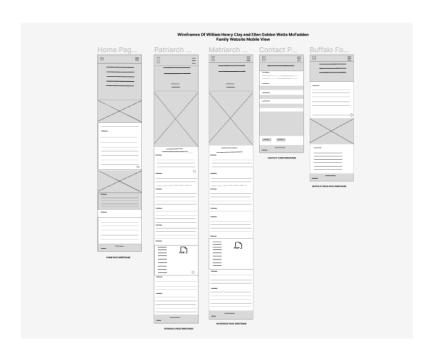| WHAT	TYPEFACE	PT SIZE	STYLE OF TYPEFACE	SAMPLE
Header 1	Croissant One	32 point	Bold, UPPER/Lower Case	**McFadden**
Header 2	Croissant One	24 point	Bold, UPPER/Lower Case	**Nickname**
Header 3	Fira Sans Cond.	20 point	Semibold, UPPER Case	**Marriage**
Paragraph	Fira Sans Cond	16 point	Regular, UPPER/Lower Case	Lorem Ipsum
Links	Fira Sans Cond.	24, 20 point	Bold, Italic, UPPER Case	***HOME***
Figcaption	Fira Sans Cond.	11 point	Italic, UPPER/Lower Case	*Times Dispatch*

*Fira Sans Cond. = Fira Sans Condensed

Rationale for Typography

- The era discussed on this website spans late 1800's to early 1900s.

- Most communication by the average person during this span of time was done thru handwriting/script. **Croissant One** is a legible, decorative, serif font that mimics cursive handwriting. This font is reminiscent of this timeframe.

- **Fira Sans Condensed** is a legible, compatible sans serif font that can be utilized for headings as well as regular text. This font is available in different font styles such as *italics,* regular and **bold** font. This lends itself to being used for figcaptions, subheadings and regular text.

Sitemap:

Wireframes of Mobile View of First Five Pages

Mockups of Responsive Home Page

Desktop Home Page Inspiration

Tablet View of Home Page

Mobile View of Home Page

Mockups of Responsive William Henry Clay McFadden Page 2

Desktop WHC Page 2 Inspiration

Tablet View of WHC Page 2

Mobile View of WHC Page 2

Mockups of Responsive Ellen Golden Watts McFadden Page 3

Desktop EGW Page 3 Inspiration

Tablet View of EGW Page 3

Mobile View of EGW Page 3

Mockups of Responsive Lula McFadden Page 4

Desktop Lula Page 4 Inspiration

Tablet View of Lula Page 4

Mobile View of Lula Page 4

Mockups of Responsive Contact Form Page 5

Desktop Contact Form Page 5

Tablet View of Contact Form Page 5

Mobile View of Contact Form Page 5

VIEW MOCKUPS UP CLOSE IN FIGMA

https://www.figma.com/file/STp1DXIsYRa3zguXwn60W1/WHC-%26-EGW-McFadden-Family-Website-Mobile-View?type=design&node-id=0%3A1&mode=design&t=NjbDmgrTfNr3wrG4-1

Mockups on multiple pages within this Figma file.

THE END